

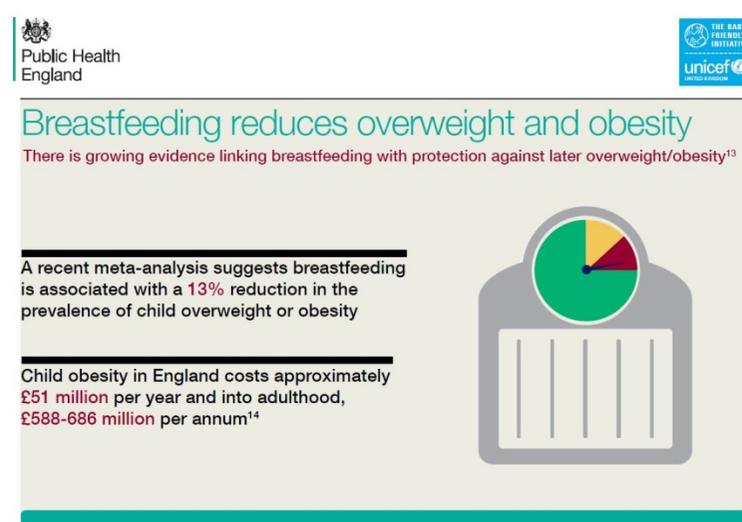
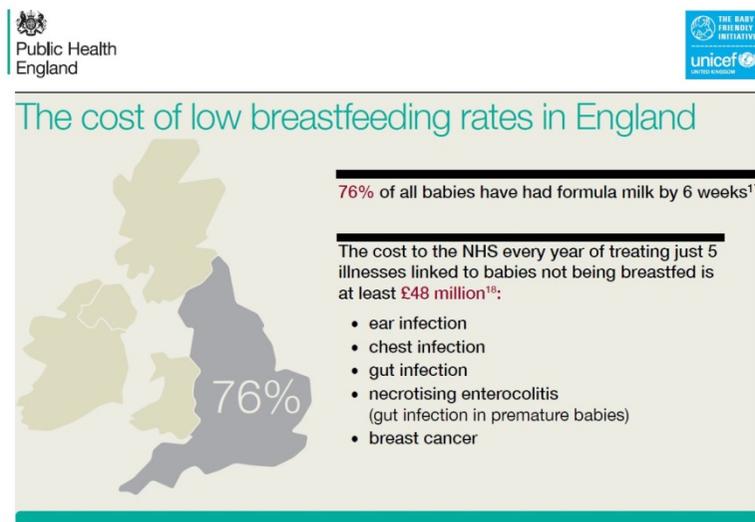


Why Breastfeeding?

Although more mums choose to start breastfeeding, those continuing to breastfeed does not match recommended timeframes. UNICEF recommends exclusive breastfeeding for 6 months.

However, breastfeeding rates indicate that just 44% of mothers in England are still breastfeeding at 6-8 weeks. Breastfeeding is something that a mum and her baby learn together, and getting the right support can help mums to breastfeed for longer. A recent poll from Start4Life found that 42% of breastfeeding mums wish they had known that breastfeeding may not come easy at first but getting support and advice can really help. When mums reflected on breastfeeding, the poll also illustrated that 26% wish they had known that asking for help breastfeeding can make a real difference and almost 1 in 4 (24%) wish they had known that there is lots of help and support from breastfeeding groups, other parents and online.

The focus of breastfeeding promotion still tends to focus on the benefits, but as these become more widely known, the next step is to address how communities can normalise breastfeeding and support mums to start breastfeeding and continue to breastfeed for as long as they wish.



Breastfeeding is environmentally friendly, it does not waste scarce resources or create pollution. Breast milk is a naturally renewable resource that requires no packaging, shipping, or disposal. Formula milks are expensive and this is a cost covered by families.



Breastfeeding culture in England

Public Health England

THE BABY FRIENDLY INITIATIVE
unicef UNITED KINGDOM

Breastfeeding in England

The UK government recommends exclusive breastfeeding for around 6 months and thereafter with other foods

74% of mothers start to breastfeed²

44% are breastfeeding at 6 weeks³

36% are breastfeeding at 6 months⁴

Only 1% of babies are exclusively breastfed until they are 6 months old⁵

Mothers who are young, white, from routine and manual professions and who left education early are least likely to breastfeed⁶

Public Health England

THE BABY FRIENDLY INITIATIVE
unicef UNITED KINGDOM

Why mothers in England don't breastfeed

Only 36% of babies in England²⁰ are receiving some breastmilk at 6 months compared to 71% of Norwegian babies²¹

Eight out of ten women stop breastfeeding before they want to and could have continued with more support²²

Many English mothers feel unsupported and find breastfeeding

- very difficult
- not acceptable in public
- difficult to combine with work and lifestyles

Families live in a culture where formula feeding is seen as normal and nearly as good as breastfeeding

Public Health England

THE BABY FRIENDLY INITIATIVE
unicef UNITED KINGDOM

Our ambition for England^{23,24}

Breastfeeding is seen as normal and supported by everyone – in our public services and in the home, out and about and when returning to work



What can you do?

We are calling all organisations, businesses, community venues and community groups to do their bit to change the cultural norms around breastfeeding in Halton. You can be as creative as you want; hold coffee mornings, display information or even knit boobs for use in our sessions!

We have resources to support you.

- Top tips card to give out to the public
- Suggested posts and images for Facebook and Twitter
- Email footer
- Content to use in your newsletters or on websites (a short and longer version will be available)
- Blank Posters to promote your own events
- Loan of event kit – this includes bunting, pullup banner, selfie frame
- Breastfeeding – Facts and Myths, digital images
- Boob knitting pattern - <https://www.lcgb.org/wp-content/uploads/2015/03/Knitted-Breast-LCGB.pdf>
- Call to action – Breastfeeding video link https://www.youtube.com/watch?v=7yNvkk_LfpU#action=share

Digital resources will be available on the HIT website prior to the launch of a campaign:

<https://hit.activehalton.co.uk/campaigns-calendar/>

Support from the Infant Feeding Team to attend events may also be available.

Other ways to get involved

Share our social media posts on your own social media channels or post your own.

Be sure to use the campaign and #healthyhalton hashtags so we can track all campaign activity.





Staff Training

The Infant Feeding Team offer breastfeeding awareness training for workplaces covering how employers can support their own staff who are returning to work after giving birth and who are still breastfeeding. The training also ensures your staff are aware of the rights of women to breastfeed wherever they need to and have the knowledge and confidence to tackle negative comments and stigma from the public, your clients, etc.

Display information about the Infant Feeding Team's support services in your public spaces at all times, not just during campaigns.

Ambassadors

Identify local 'ambassadors' from your staff or clients who are willing to promote the benefits of breastfeeding, dispel the myths and help us to normalise breastfeeding across Halton. These ambassadors don't have to be breastfeeding mums – they can be friends or other family members – children siblings, grandparents, carers, dads, etc.

Support our Annual Campaign

The Big Latch On

Every year, as part of International Breastfeeding Week at the start of August, our team organised a 'Big Latch On' event in Widnes or Runcorn. At 10am around the world, breastfeeding mums and their families and friends come together for a group breastfeed. The aim of the events is to help normalise breastfeeding in public and give the general public an opportunity to engage with breastfeeding mums, ask questions and help us break down the barriers to breastfeeding.

You could organise your own event or encourage your contacts and clients to come along to the event organised by the Infant Feeding Team.



Breastfeeding Awareness Campaigns

International Breastfeeding Celebration Week

- 1 – 8 August annually
- Worldwide Campaign led by the World Health Organisation (WHO)
- Includes The Big Latch On event (the first Friday of the campaign at 10.00am around the world).

Aim of the campaign

Breastfeeding weeks aim to raise awareness of the health and wellbeing outcomes of breastfeeding and the importance of supporting mothers to breastfeed for as long as they wish.

In Halton, we encourage local organisations, community groups, employers etc. to get involved and promote the key messages or hold an event of their own.

The Big Latch On event is the key event organised by the Halton Infant Feeding Team. <https://biglatchon.org/> In 2018, the Halton Big Latch On was one of 778 events held in 28 countries around the world.

Key messages

Breastmilk is tailor-made for a mother's baby, and exclusive breastfeeding is recommended for the first 6 months* and alongside solid foods thereafter.

Breastfeeding provides a great way for mother and baby to feel close and strengthen the bond between them.

Breast milk also boosts a baby's ability to fight illness and infection – babies who are not breastfed are more likely to get diarrhoea and chest infections.

Support is available to help you breastfeed successfully. If you are having difficulties or are worried about certain aspects of breastfeeding, speak to your midwife or health visitor who can provide support and advice, or call the Halton Infant Feeding Team who offer phone advice or 1-1 support in your home. Call 0300 029 0029.

Connecting with other breastfeeding mothers can help you to keep up breastfeeding, and there are lots of groups and helplines available. Free support groups take place in Runcorn and Widnes every week. <https://hit.activehalton.co.uk/docs/breastfeedinggroups.pdf>



Evaluating the Campaign

It is important that we collate data about our campaigns to see how we are doing at improving breastfeeding rates across Halton.

Following the campaign, we would be grateful if you could share your experience with us by completing our online feedback form:

If for any reason you cannot access the online form, please email us with the following information: [link to be added – request for online form sent to Insight team).

- How many and what type of events you organised.
- How many people attended.
 - A breakdown of attendees in terms of gender, age range, etc.
- Number of social media posts shared
 - Total Reach of posts
 - Number of social media engagements (clicks, shares, likes, re-tweets etc.)
- Other information, e.g. did you display posters, did staff take part in any training, etc.
- Whether you could like to take part again in any future campaigns.

About Halton Health Improvement Team

The Halton Health Improvement Team is part of Halton Borough Council and offers a wide range of local, tailored services and initiatives designed to improve the health and wellbeing of local people in Widnes and Runcorn. We work with individuals and the community as a whole to understand what services are needed and how best to deliver them – be it in a community venue or through one-to-one visits.

We also work with local businesses and organisations to provide education and training services to help local people make healthy choices.

Check out our website for further information about our services www.haltonhealthimprovement.co.uk

Alternatively call 0300 029 0029 or email HIT@halton.gov.uk



Appendix One - Social Media Messages

International Breastfeeding Celebration Week and the The Big Latch On

1 – 8 August – Big Latch On takes place at 10.00am on the Friday of International Breastfeeding Celebration Week

Include details of events you are holding, events organised by HIT. Further details will be available when the campaign launches.

Join us on [Insert Day & Date] at [location] for the Big Latch On, part of International Breastfeeding Celebration Week! #healthyhalton #bfaw19 #celebratebreastfeeding

This week is International Breastfeeding Week! Join us on [Insert Day & Date] at [location] for our celebration event and Big Latch on at 10.00am! #healthyhalton #celebratebreastfeeding #bfaw19

We're celebrating International Breastfeeding Week [Insert Day & Date] at [location] with the Big Latch On at 10.00am. If you're a breastfeeding mum, please come and join us and thousands of mums around the world. Partners, friends, family, siblings and non breastfeeding mums are welcome too! Look for us by the Bandstand. #healthyhalton #celebratebreastfeeding #bfaw19



Appendix Two - Content for use in newsletters, websites, etc.

Short copy (approx. 100 words):

Celebrate Breastfeeding!

On the 1 – 7 August every year, to raise awareness of the benefits of breastfeeding and the need for global support, the World Alliance for Breastfeeding Action organises World Breastfeeding Week. World Breastfeeding Week, August 1-7, is celebrated in 120 countries.

To mark this occasion on Friday [insert date] at 10:30am thousands of breastfeeding women and their babies/children across the world will gather in their own communities to take part in the Global Big Latch On, a synchronized breastfeeding event in multiple locations. Our local Big Latch On in Halton will take place [Insert Day & Date] at [location].

Long copy: (approx. 250 words):

Celebrate Breastfeeding!

On the 1 – 7 August every year, to raise awareness of the benefits of breastfeeding and the need for global support, the World Alliance for Breastfeeding Action organises World Breastfeeding Week. World Breastfeeding Week, August 1-7, is celebrated in 120 countries.

To mark this occasion on Friday [insert date] at 10:30am thousands of breastfeeding women and their babies/children across the world will gather in their own communities to take part in the Global Big Latch On, a synchronized breastfeeding event in multiple locations. Our local Big Latch On in Halton will take place [Insert Day & Date] at [location].

In Halton, this week we are helping to celebrate the work being done across Widnes and Runcorn to help mums give their babies the best start in life and for the community in general find out more about breastfeeding and the support offered by the Halton Infant Feeding Team.

Everyone knows that breastfeeding is the best option for babies, but lots of mums have difficulty and need support especially in the early days. Working alongside local teams including midwives and health visitors the infant feeding team provides support to mums on a 1-1 basis at home, over the phone or at weekly support groups in Widnes and Runcorn.

Here at [insert your organisation name], we are proud to be supporting this year's International Breastfeeding Celebration Week.



[Insert more details of what you are doing to mark the campaign.]